Judicia Lee

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EDUCATION

NYU Gallatin School of Individualized Study Graduated Dec 2024

- BA Individualized Major: Business, Film, Psychology
- GPA: 3.82

NYU London Study Abroad Sept 2023 - Dec 2023

WORK EXPERIENCE

Marketing Manager Aug 2025 - Oct 2026

HealFast — Startup (<5 team)

- Directed full-cycle short-form content (30+ videos a month, 1.3M+ monthly views across social platforms), managing overseas editors and contractors from brief to delivery for paid and organic channels.
- Built AI-generated ad creative to replace costly product shoots, outperforming original ads by ~30% in engagement and impressions; optimized targeting and ad production workflows.
- Ran paid influencer partnerships (outreach, negotiation, end-to-end management) and UGC creators (scriptwriting, delivery management).
- Led creative email marketing, producing weekly customer newsletters, rebranding all email templates, and designing the HealFastRx launch email flows; open rate rose to 74.9% and clicks rose 330% on a smaller, less sales-driven send schedule.

Marketing Specialist April 2025 - June 2025

Inside Beauty Spa by Kassir MDs

- Rebranded digital content to align with luxury medical-aesthetic positioning, resulting in a boost in industry credibility.
- Managed socials; created viral content (7M+ views), gained 2k+ followers & increased engagement by 8.8% in 2 weeks.
- Oversaw on-site operations, client relations, and produced promotional video content to showcase services and products.

Marketing Manager Dec 2024 - Apr 2025

ShotKraft — Startup (contract)

- Designed social strategy with compelling brand messaging; boosted discoverability ~90% using targeted industry tags.
- Executed outreach and event campaigns; created promo assets and social schedules for both in-person and virtual events.
- Managed social accounts & content strategy; tracked KPIs, generating 350+ site visits, converting users to paid clients.

Marketing and Media Assistant Nov 2022 - March 2025

NYU East Asian Studies

- Managed and designed content for digital marketing and social media; implemented new project management system.
- Oversaw the planning of 100+ department events, coordinating logistics and acted as key liaison between departments.
- Launch email campaigns to engage online community of 20k recipients; maintain website via CMS assets; admin duties.

Field Marketing Representative Dec 2021 - Dec 2024

Experiential Marketing Agencies

- Executed large-scale events, overseeing on-site execution to ensure positive brand interactions and consumer engagement.
- Represented brands on street teams, in-store demos, promoting product knowledge; tracked and analyzed campaign KPIs.
- Organized and facilitated product kits for event distribution; built strong relationships for various multi-branded clientele.

SKILLS & CERTIFICATES

- Digital Marketing: Instagram, TikTok, YouTube | Video editing: Final Cut Pro, iMovie, Adobe Premier, Photoshop
- Royal Academy of Dance Vocational Certificate: Ballet Intermediate Foundation
- Languages: Mandarin